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K.O.B* (A MIXMASTER THAT MADE GOOD)

We know of one mixmaster that never beat a batter--and the only cake it ever wrestled with, was a cake of ice in the chilly waters of Georgian Bay. You've no doubt guessed by now that we can mean only one thing--that Georgian Bay bulldozer known as....." The Scoot "!

Even mentioning these zooming "scoots" makes our typewriter fly way ahead of our story. Let us throttle back for a moment and see what gave birth to this "hot rod" of the Bay. It seems that the people who live in the 30,000 islands of Georgian Bay decided one day to do battle with old man winter. The old boy had actually started hostilities by surrounding the Island dwellers with an impenetrable barrier of ice, snow, and scattered open water, inflicting on them an isolation as complete as it was undesirable. Deciding that such an isolation and insular existence was not to be their winter fate, the people put together parts of a sled, a boat and an aircraft and evolved a vehicle that could zip over ice and open water alike at speeds exceeding 100 m.p.h.

These water tight sleds, driven by an airscrew powered generally by an aircraft engine, and steered by a large rudder mounted to the rear in the airstream, were the perfect answer to old man winter's endless bag of tricks.

Now the reason we mention the "scoot" at this time is to remind you that come March 2nd and 3rd, you can see upwards of 15 of these machines in a race on Penetang Bay. As a matter of fact, during the two day Penetang Winter Carnival you may go for a spin in one of these scoots. Do we hear your knees knocking?? Well, come along anyway. There are all kinds of other attractions for cautious, life-loving souls like us.

For example, we can enter the ice fishing Derby--and who knows, pull in a whopper that will net the first prize of a boat and motor? Or how about a little trapshooting? This is our chance to see if a "clay" pigeon is as easy to hit with a shotgun as the proverb predicts. Monster parades, barnstorming aircraft, dances, blanket tossing, acrobatics, wood chopping, "mutt" racing, snow shoeing, broom ball, moccasin dancing, ice skating races--all are there to entertain us. This is too good to miss so we're getting ready now to head for the Bay, March 2nd and 3rd.

Besides, a gorgeous Carnival Queen may blow a kiss somewhere in our general direction. What more can life offer???

* K.O.B. means "Know Ontario Better." Each month our K.O.B. column will feature a different city or area in Ontario.

A NEW ERA

An era ended in Canadian theatrical history when the curtain fell on the last performance of the Stratford Shakespearean Festival's fourth annual season.

Last September, the Festival's vast terra-cotta coloured tent was dismantled to make way for a permanent theatre. Those who had thrilled to a performance under the romantic big top no doubt mourned for an instant the passing of this great Canadian theatrical first. Understanding this, the Festival management enclosed small momento pieces of the canvas with this season's preliminary brochures. These 45,000 brochures were mailed to all those who have corresponded in any way with the Festival.

The fifth annual Stratford Shakespearean season runs for ten weeks--from July 1 to September 7. The Festival company will present "Hamlet" and "Twelfth Night", and star Canadian actors Douglas Campbell, Christopher Plummer and Frances Hyland. From July 31 to September 6 Stratford will also present the third annual Festival of Music. The Symphony Orchestra of the CBC will be featured in four Wednesday night concerts, and the English Opera Group will have its North American premiere. Jazz too has its place in the Festival and will be presented by Count Basie and his orchestra, singer Billie Holiday, Toronto's Ron Collier Quintet, the Gerry Mulligan Quartet and pianist Teddy Wilson.

So though one era has ended, another begins. The first home of the Stratford Shakespearean Festival is now a memory--reduced to thousands of tiny strips of canvas scattered north, south, east and west around the world. To the new permanent, one and a half million dollar theatre will come old friends and new friends from both near and far--friends for Stratford and for Ontario's greatest theatrical venture.

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GUEST EDITORIAL

FROM THE DESK OF

The Deputy Minister



TREVOR H. HAMILL

Ontario Manager of the
Canadian Chamber of Commerce

The Canadian Chamber of Commerce has for many years held the view that our natural resources, in general, are interdependent and the development of any one group must take into consideration the impact upon other groups. This is particularly true of forest resources, water, and fish and game. The Canadian Chamber firmly believes that these resources of Canada constitute a great natural asset, providing recreational facilities for the population at large, and supporting a growing tourist industry.

As the "Visitor Industry" has rapidly taken an important place in the life of many Canadian communities, the resultant interest in the industry has created a permanent place in the program of boards of trade and chambers of commerce for tourist promotion. Committees set up especially for the purpose, have undertaken the job of endeavouring to maintain and increase the volume of traffic.

In recent years, the competition for the tourist dollar has become extremely keen in Canada. Not only do we find our ten Canadian provinces battling for the tourist dollar, but in turn, each Canadian community is competing with the attractions of the U.S., Mexico, and many European and Asian countries.

It is worthy of note that the Ontario Chamber of Commerce has gone on record to the effect that the failure to draw many visitors to Ontario, summer and winter, may be attributed to the lack of suitable accommodation and atmosphere. The Provincial Chamber has recommended to its members that

It has been said that we Canadians are on the eve of manhood. The mother countries across the sea and our rich cousins to the south watch with interest to see what manner of man we will be. But none watches and waits with so keen an interest as we ourselves. Perhaps the eve of manhood is the proper time to look over our shoulder at the past----at the years of our youth----so that we will never forget them.

They were good years.....stormy years of growing pains.....years of struggle, torn between the tugs of ancestry and environment.....and years that spawned immortal men and women. Who can forget those days on the turbulent Niagara frontier when history pivoted about the brave soldier, Isaac Brock, Governor Simcoe, the daring raids of Butler's Rangers and the heroism of Laura Secord? Or who remembers a "Davey Crockett" that cannot recall the even more colourful, devil-may-care, Pierre Esprit Radisson? The noble-minded Champlain, LaSalles, Tecumsehs, Brants, Brebeufs and Lalemands----all are the sure bone and muscle of our youth.

On the eve of manhood we are looking back, and through the efforts of the people who comprise the Archaeological and Historic Sites Board, making certain that new Canadians, visitors and ourselves never forget the rich heritage of our youth. Within the framework of the Department of Travel and Publicity, the historical board preserves and protects historical sites and marks them with a plaque. Last year, a substantial beginning was made in this program with the unveiling of ten plaques and the "designating" for protection of several other sites. Many more plaque inscriptions have been prepared and will soon be placed at other sites in the Province. Apart from the memento these plaques provide for each of us, they also represent the promotion of one of our richest tourist assets---the history of Ontario. We would be short-sighted, indeed, if we promoted only our hunting, fishing, and vacation entertainments and failed to tap an equally rich resource.

From extensive surveys we have found that for every 100 U.S. visitors to Ontario, 13 have as their chief interest historic shrines and sites, 27 list motor sightseeing and touring, and 13, national and provincial parks. We have many fine forts, museums and shrines for our visitors to see, but there is still a long way to go in preserving, marking and developing the romantic story of our youth. That is one of the tasks being undertaken by your Department.

facilities be improved by bringing accommodation up to the level of comfort, cleanliness, and convenience available in the United States.

The Ontario Chamber has also urged that a distinctively Canadian atmosphere and cuisine would aid greatly in attracting and holding tourists for stays of longer duration in the Province.

The Chamber of Commerce movement in Canada, at the national, provincial and local levels, has for many years taken a very active part in the development of this important Canadian industry. The leadership provided by the representatives of Canada's leading business men, professional men and other public spirited citizens, has done much in the past, through the

Chamber of Commerce, to awaken public interest in this subject. The Chamber will continue to strive towards making even more successful the operation of this vital industry.

We hope that this publication proves of interest and value to you. Submissions of travel news, suggestions, announcements of projects, programs, conventions, etc., will be welcomed, and as far as possible, included in this brochure. Copies of the publication are available upon request. Letters should be sent to F.A. Venn, Director Information Branch, Dept. Travel & Publicity, 67 College St. Toronto.

Speed Skating at Barrie

An international speed-skating meet is to be the highlight of Barrie's first winter carnival to be held Feb. 16-17. The meet is under the auspices of the Barrie Chamber of Commerce and the Central Ont. Speed-Skating Amateur Association. G.M. Thomas, chairman of the general committee, says that skaters from many northern states as well as Canadians are taking part in the meet.

The Carnival week-end starts at 9 p.m. Friday, February 15th with a torch light parade, judging of skating costumes and novelty events. Saturday night's highlights include a moccasin dance on the ice of the Barrie arena and skating acts by the local figure skating club. The Barrie Collegiate 80 piece band will provide the music.

Boosting Renfrew

Bernie Bedore, Travel & Publicity District Inspector at Arnprior, brings us glowing reports of tourist promotion in Renfrew County.

Congratulations to the Renfrew County Development and Tourist Association on the premiere of their film, "This is Renfrew County", and also on their new publication, "Renfrew County Booster." We'll be watching for this newspaper which the editors say will come out "every once-in-a-while."

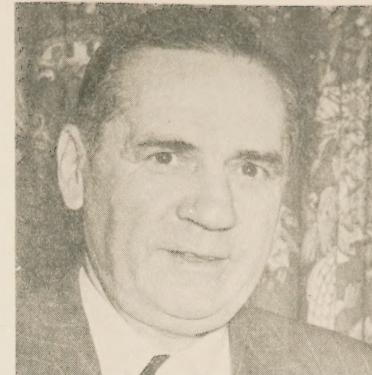
HOW TO LOSE WEIGHT

At the annual convention of ATRO this year, veteran outdoor columnist Pete McGillen explained how to lose weight in one easy lesson---become a tourist resort operator! According to Pete, the resort operator must dig wells, fill in holes, wheel burdensome barrows, crawl under cottages to retrieve odious animals (principally skunks), grow grass, cut, rake and burn it, kill flies, gnats and mosquitoes, stay on the good side of the cook and smile cheerfully to guests anytime of day or night.

No doubt, this list is far from complete, but even in its present state it resembles a cross between the basic training for a Commando and a Diplomat. Which all goes to prove that the resort operator worthwhile is the one who can give a pound of flesh----and still smile.

SPOTLIGHT

ON...



D. Leo Dolan

The Canadian travel business has lost one of its sturdiest pillars as D. Leo Dolan takes up consular duties in Los Angeles. But let us not toll the bell or don sackcloth and ashes. If we mourn for longer than a truly heartfelt moment, we can rest assured that the ghost of D. Leo will return from the U.S. to haunt and hound us. He might even appear in the flesh to give us an impatient shove. And why not? What could displease him more than to have us idly moaning after he has spent more than a score of years and a dozen lifetimes of energy in exhorting us to "Get Up and Go?" Of all the challenges Leo has ever hurled, his leaving is the greatest.

All the titles, adjectives and superlatives were used up a long time ago in trying to describe Leo Dolan. He has been called the "good-will ambassador", "Canada's silver-tongued salesman", "Mr. Travel", and a host of other names. Dolan's appraisal of himself is modest: "I'm just a guy in the travel business." But what a guy---what a business!

Dolan found himself suddenly in the travel business after 20 years of journalistic endeavour which took him from one end of Canada to the other. In 1931, this phase of his career ended when he was appointed director of the New Brunswick Bureau of Information & Travel. He performed his duties so well there that three years later he was asked to organize the Canadian Government Travel Bureau, becoming its first Director. A special Senate Committee, chaired by the late Senator W. H. Dennis, had been making an extensive study of the tourist industry in Canada. From their findings and through the efforts of Senator Dennis, the Canadian Government Travel Bureau first came into existence. The Senate order in 1934 creating the Bureau stated that its purpose was to "control, promote and develop the tourist industry in the Dominion." In other words, Dolan was to use his staff of one, a budget of \$100,000 and all his native ability to "sell Canada" to tourists at a time when few people had luxury money to spend. Two years later---still a period when luxury dollars were few and far between---Dolan's hard hitting activities paid dividends. Tourist income had more than doubled that of 1934 when he first took the reins. And he still kept hitting with both fists, telling everyone abroad how wonderful Canada was, while spurring Canadians to live up to those glories.

The colourful Dolan era between then and now is a monument of years that each saw Leo travel an average of 50,000 miles, deliver 100 speeches and push the Canadian tourist industry to ever mounting heights. There is not space here to enumerate, even briefly, the activities of "Mr. Travel" or to describe the expansion of the Travel Bureau under his leadership. On Saturday, May 11th, we'll hear some of these stories when Leo's countless friends bring him back for a testimonial dinner in the Crystal Ballroom of the King Edward Hotel in Toronto. The Canadian Tourist Association is busy now laying plans for this tribute to a great man. John Fisher at CTA headquarters, 11 King St. W., Toronto, is the one to contact for tickets.

In the meantime, congratulations on your appointment Leo.....we won't say good-bye because you can never really leave the land of the Maple Leaf.

Canada Week

"Canada" will be the key word in Miami, Florida from February 17th to the 23rd. The Mayor of Miami has declared those days as "Canada Week", during which service clubs will reserve their luncheon dates for Canadian speakers, schools will show films and have talks on Canada, and stores and hotels will use Canadian decorative effects. The Mayor of Toronto and other prominent Canadians have been invited to attend.

Posters, brochures, photographs and other publicity material on Ontario are being supplied by the Ontario Department of Travel and Publicity. The idea of a "Canada Week" developed out of a Canadian fur fashion show organized by a main department store in Miami. In view of the large number of international travellers who flock to Miami at this time of year, the publicity for Canada from such a week should prove valuable.

A TOURIST GOLD MINE

Kirkland Lake may see another gold rush next summer when tourists stake their claim to a defunct gold mine. Don Frisby, president of the local Rotary Club, has announced negotiations between his group and the mine owners to have a mine re-opened and made safe for conducted tours. This step would take some of the pressure off operating mines in the area, at present popular tourist attractions.

The mine will again be producing---but instead of gold, its revenue will be tourist dollars for charity.

COMING

DATE	PLACE	EVENT
Feb. 16-17	Barrie	International Speed Skating Event.
Feb. 16-17	Timiskaming	Senior Ontario Four-Way. (Ski)
Feb. 23	Collingwood	Southern Ontario Senior Alpine Events. (Ski)
Feb. 23-24	Sudbury	Cross Country. (Ski)
Feb. 24	Midland	Senior Canadian Jumping Championships. (Ski)
Mar. 2-3	Penetang	Penetang Winter Carnival.
Mar. 15-23	Toronto	Canadian National Sport Sportsmen's Show.

STEPPING UP PROGRAM

Bruce County Council is stepping up tourism in the Bruce Peninsula by appropriating \$5000 for tourist projects in 1957. This money will be used to operate tourist booths at Port Elgin, Kincardine, Sauble Beach, Southampton and Tobe-mory.

The Bruce Peninsula Resort Association will be given \$500 to carry on its program. The balance of the money will be used in the preparation of a new folder for distribution in 1958, assistance in operation of booths at the county sportsmen's show, and a part time secretary to deal with enquiries.

Record at Sarnia

An increase of more than 80,000 vehicles has made 1956 an all-time record year for Blue Water Bridge crossings according to bridge commission secretary Walter Stinson. A total of 1,163,732 vehicles of all kinds crossed the bridge in 1956, as compared with 1,083,189 in 1955.

During August, the bridge set a record for a single month with 180,823 vehicles travelling over the river during the 31 day period. Labour Day was the largest single day as 8,842 cars and trucks crossed the span in the 24 hour period.

The year was financially successful and more than one and a half million dollars was spent on improvement. The work included broadening bridge plazas, improving facilities at both terminals and lighting on the bridge itself.

EVENTS

MEET YOUR DEPARTMENT



(C. DOUGLAS CROWE)

Mr. Douglas Crowe, Deputy Minister of Travel and Publicity hails from Guelph Ontario where he and his family were engaged in the foundry business.

"Doug" was appointed a Commissioner on the Canadian Pension Commission for a two-year term in 1935. He was an officer in the Canadian Field Artillery 1915-1919, served in France and Belgium and was awarded the Military Cross and Bar, being demobilized in the rank of Major. Between the two World Wars he commanded various Militia units at Guelph and in 1919 organized the 11th Army Field Regiment RCA and commanded it for two years in England.

Returning to Canada he organized and trained the 19th Field Regiment, later becoming Administrative Officer of the Coast and Anti-Aircraft Training Centre at Dartmouth, N.S., and finally a General Staff Officer in the Directorate of Military Training NDHQ, Ottawa.

He joined the Department of Travel and Publicity on its establishment in 1946 as Director of the Information Branch and later the Development Branch. He succeeded Tom McCall as Deputy Minister in 1953. "Doug" Crowe is an enthusiastic travel man and is widely known and respected in travel circles both in Canada and the U.S.

A new series of five-cent Canadian postage stamps will be due for sale in the month of March. These stamps, four in number, will depict various vacation activities, including swimming, skiing, canoeing and hunting. Besides their special appeal to collectors, they should help to strengthen the "Know Canada Better" program of Canadian tourist interests.